

CLAIMS

1. An information delivery system characterized by comprising:

a center station for delivering a digital multi-channel service signal through a first transmission path;

a plurality of network stations for receiving the digital multi-channel service signal delivered from the center station, by receiving means, for converting the digital multi-channel service signal received by the receiving means into a digital multi-channel service signal for a second transmission path, by modulation conversion means, and for transmitting the digital multi-channel service signal converted; and

a plurality of receiving terminal device for receiving the digital multi-channel service signal delivered from the network stations.

2. A system according to claim 1, characterized in that the modulation conversion means includes demodulation means for demodulating the digital multi-channel service signal received by the receiving means, network information replacement means for network information of the signal demodulated by the demodulation means with information for the second transmission path, and modulation means for modulating the signal, the network information of which has been replaced with the information for the second transmission path.

3. A system according to claim 1, characterized in that the network station includes multi-layering means for multi-layering another service signal on the digital multi-channel service signal delivered from the center station through the first

transmission path.

4. A system according to claim 1, characterized in that the receiving terminal device includes extraction means for extracting a signal of an arbitrary channel from the digital multi-channel service signal transmitted through the network, demodulation means for demodulating the signal extracted by the extraction means, recording means for recording audience information, and notification means for notifying the center station of the audience information recorded by the recording means.

5. An information delivery method characterized in that when a digital multi-channel service signal is delivered through a first transmission path from a center station to a plurality of network stations, the digital multi-channel service signal delivered from the center station is converted into a digital multi-channel service signal for a second transmission path is delivered through the second transmission path to a receiving terminal device.

6. A method according to claim 5, characterized in that another service signal is multi-layered on the digital multi-channel service signal delivered from the center station and is transmitted to the receiving terminal device.

7. An information transmission apparatus for transmitting information through a first transmission path, characterized by comprising:

receiving means for receiving a broadcasting signal from a second transmission path;

demodulation means for demodulating the signal received by the receiving means; and

modulation means for modulating the signal demodulated by the demodulation means.

8. An apparatus according to claim 7, characterized in that the modulation means includes network information replacement means for replaces only network information demodulated by the demodulation means with information for the first transmission path.

9. An apparatus according to claim 8, characterized in that the network information replacement means includes network information extraction means for extracting the network information of the signal demodulated by the demodulation means, network information conversion means for converting the network information extracted by the network information extraction means in compliance with a network to which the network information is to be retransmitted, and network information reinsertion means for replacing the network information of the signal demodulated by the modulation means with the information for the first transmission path, using the network information converted by the network information conversion means as the information for the first transmission path.

10. An apparatus according to claim 9, characterized in that the first transmission path is a cable television channel, and the second transmission path is a satellite broadcasting channel.

11. An apparatus according to claim 10, characterized in that the network information replacement means extracts, from a signal from an arbitrary satellite system network among a plurality of satellite system networks, a network information item concerning the arbitrary satellite system network, and a network information item concerning another satellite system network, by means of the network information extraction means, converts respectively the network information items into network information items that comply with a network to which the network information items are to be retransmitted, and replaces the network information of the signal demodulated by the demodulation means with information for a cable, using the network information items converted by the network information conversion means as the information for the cable.

~~12.~~ An information transmission method for transmitting information through a first transmission path, characterized by comprising:

a receiving step of receiving a broadcasting signal from a second transmission path;

a demodulation step of demodulating the signal received in the receiving step;
and

a modulation step of modulating the signal demodulated by the demodulation step.

13. A method according to claim 12, characterized in that the modulation step includes a network information replacement step of replacing only network

information demodulated in the demodulation step, with information for the first transmission path.

14. A method according to claim 13, characterized in that the network information replacement step includes a network information extraction step of extracting the network information of the signal demodulated in the demodulation step, a network information conversion step of converting the network information extracted in the network information extraction step so as to comply with a network to which the network information is to be retransmitted, and a network information reinsertion step of replacing the network information of the signal demodulated in the modulation step with the information for the first transmission path, using the network information converted in the network information conversion step as the information for the first transmission path.

15. A method according to claim 13, characterized in that the first transmission path is a cable television channel, and the second transmission path is a satellite broadcasting channel.

16. A method according to claim 15, characterized in that in the network information replacement step, from a signal from an arbitrary satellite system network among a plurality of satellite system networks, a network information item concerning the arbitrary satellite system network and a network information item concerning another satellite system network are extracted,

in the network information conversion step, the network information items

extracted in the network information extraction step are converted into network information items that comply with a network to which the network information items are to be retransmitted, and

in the network information reinsertion step, the network information of the signal demodulated in the demodulation step with information for a cable, using the network information items converted in the network information conversion step as the information for the cable.

~~17.~~ An information receiving apparatus for receiving information transmitted through a first transmission path, in a network station, and for receiving information retransmitted through a second transmission path from the network station, characterized by comprising:

extraction means for extracting a predetermined signal from an inputted signal;

demodulation means for demodulating the signal extracted by the extraction means;

recording means for recording audience information of a user; and

notification means for notifying the audience information recorded by the recording means, to a second provider who provides services with use of the second transmission path, through a first provider who provides services through the first transmission path.

~~18.~~ An information receiving method for receiving information transmitted through a first transmission path, in a network station, and for receiving information

retransmitted through a second transmission path from the network station, characterized by comprising:

an extraction step of extracting a predetermined signal from an inputted signal;

a demodulation step of demodulating the signal extracted in the extraction step;

a recording step of recording audience information of a user; and

a notification step of notifying the audience information recorded in the recording step, to a second provider who provides services with use of the second transmission path, through a first provider who provides services through the first transmission path.